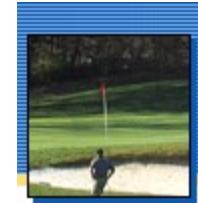
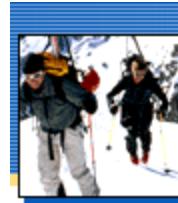


U.S. Army 2005 MWR Leisure Needs Survey



Fort Detrick
Maryland

CALIBER
an ICF Consulting Company

BRIEFING OUTLINE

Fort Detrick

□ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

□ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

□ **NEXT STEPS**

PROJECT OVERVIEW

Fort Detrick

MWR STRATEGIC BUSINESS PLANNING MODEL

COMPONENTS

Analyzing and forecasting the external environment

Analyzing programs and markets

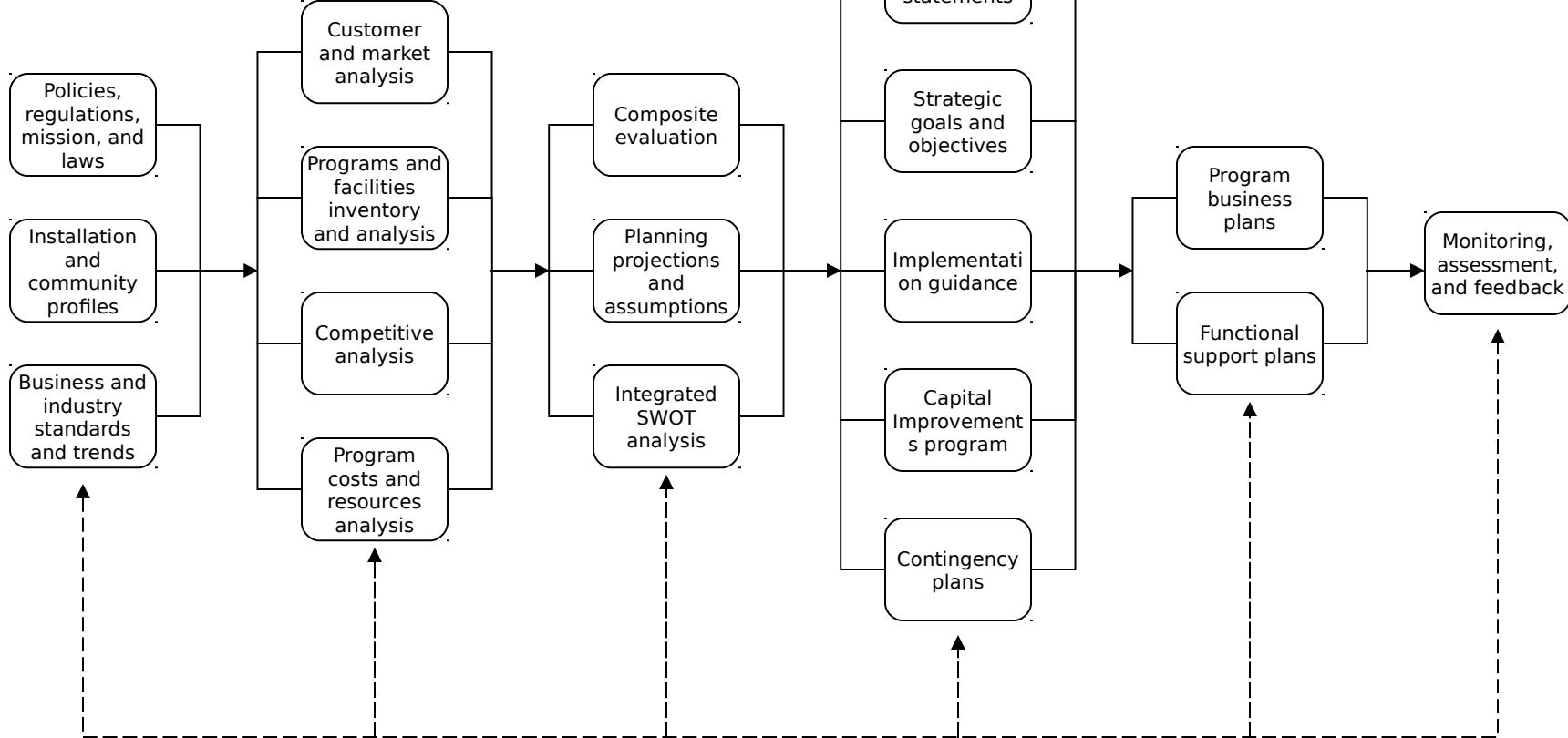
Developing alternatives

Formulating the strategic business plan

Formulating operational business plans

Monitoring and evaluating plan implementation

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METHODOLOGY

Fort Detrick

PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 4,027 surveys were distributed at Fort Detrick

SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues



METHODOLOGY

Fort Detrick

□ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

Fort Detrick

I SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Spouses of Active Duty (CONUS only)
 - Civilian Employees
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Amy:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Detrick:					
Active Duty	1,487	866	229	26.44%	±5.96%
Spouses of Active Duty	1,263	1,242	124	9.98%	±8.36%
Civilian Employees	3,639	798	276	34.59%	±5.67%
Retirees	3,658	1,121	229	20.43%	±6.27%
Total	10,047	4,027	858	21.31 %	±3.20%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym.

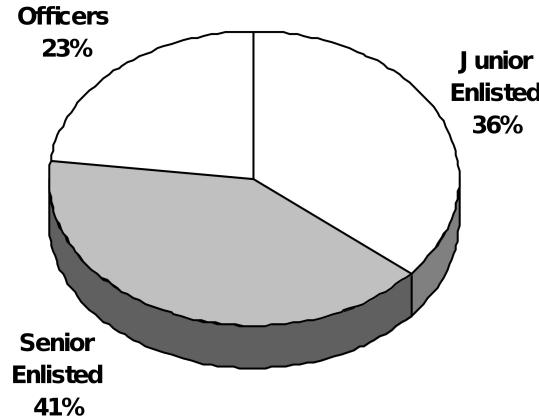
PATRON SAMPLE*

Fort Detrick

RESPONDENT POPULATION SEGMENTS

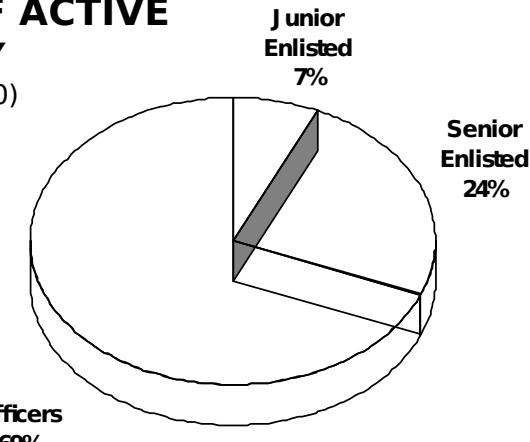
ACTIVE DUTY

(n = 213)



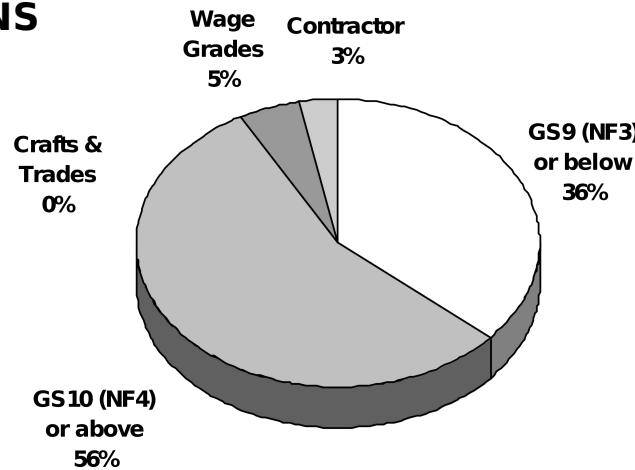
SPOUSES OF ACTIVE DUTY

(n = 110)



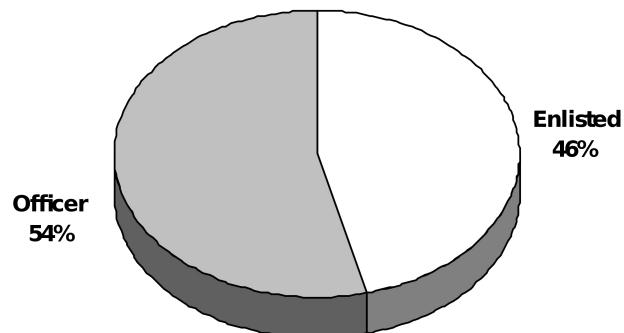
CIVILIANS

(n = 267)



RETIREES

(n = 175)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Fort Detrick

■ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

■ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FORT DETRICK

Fort Detrick

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	43%
Post Picnic Area	32%
Recreation/Community Activity Ctr.	27%
Car Wash	23%
Library	21%

LEAST FREQUENTLY USED FACILITIES

Bowling Pro Shop	1%
BOSS	2%
School Age Services	2%
Youth Center	4%
Child Development Center	4%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT DETRICK*

Fort Detrick

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Fitness Center/Gymnasium	4.48
Arts & Crafts Center	4.38
Swimming Pool	4.34
Post Picnic Area	4.33
Automotive Skills	4.28

FACILITIES WITH LOWEST SATISFACTION RATINGS*

BOSS	3.54
Bowling Pro Shop	3.77
Athletic Fields	3.85
Schooling Services	3.97
Bowling Center	3.99

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FORT DETRICK*

Fort Detrick

FACILITIES WITH HIGHEST QUALITY RATINGS*

Fitness Center/Gymnasium	4.41
Arts & Crafts Center	4.30
Swimming Pool	4.29
Post Picnic Area	4.24
Library	4.20

FACILITIES WITH LOWEST QUALITY RATINGS*

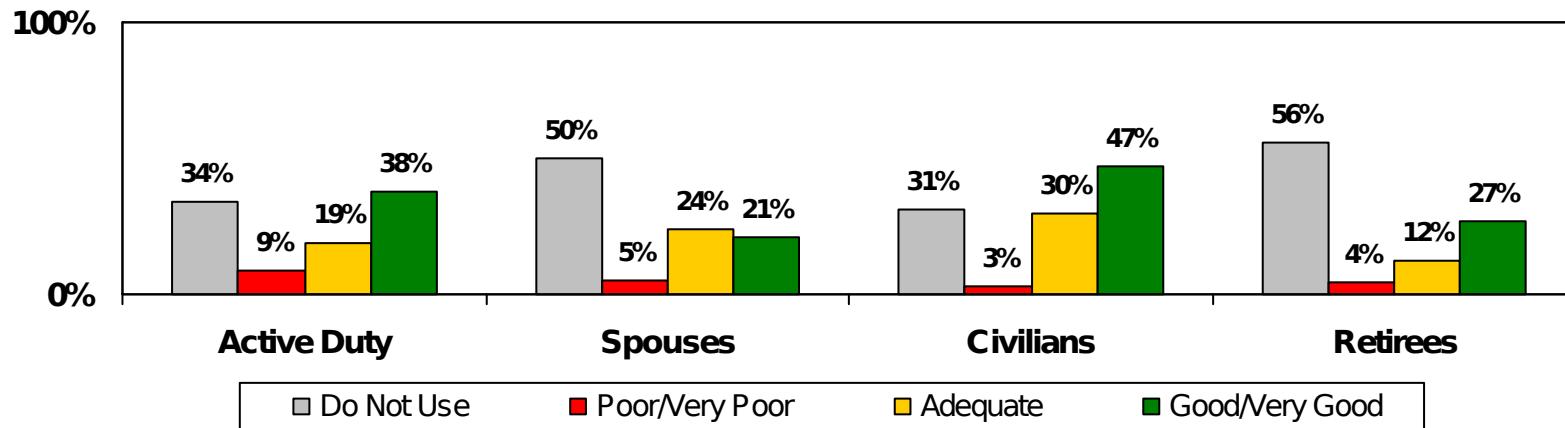
BOSS	3.42
Athletic Fields	3.79
Bowling Pro Shop	3.81
School Age Services	3.81
Bowling Center	3.82

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

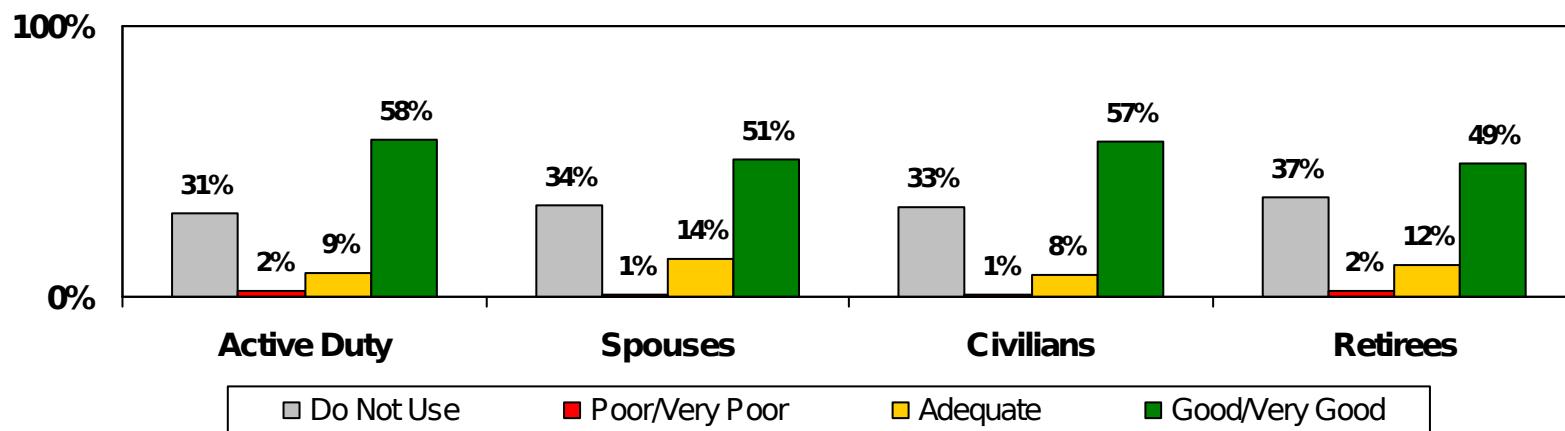
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Fort Detrick

Quality of On-Post Services



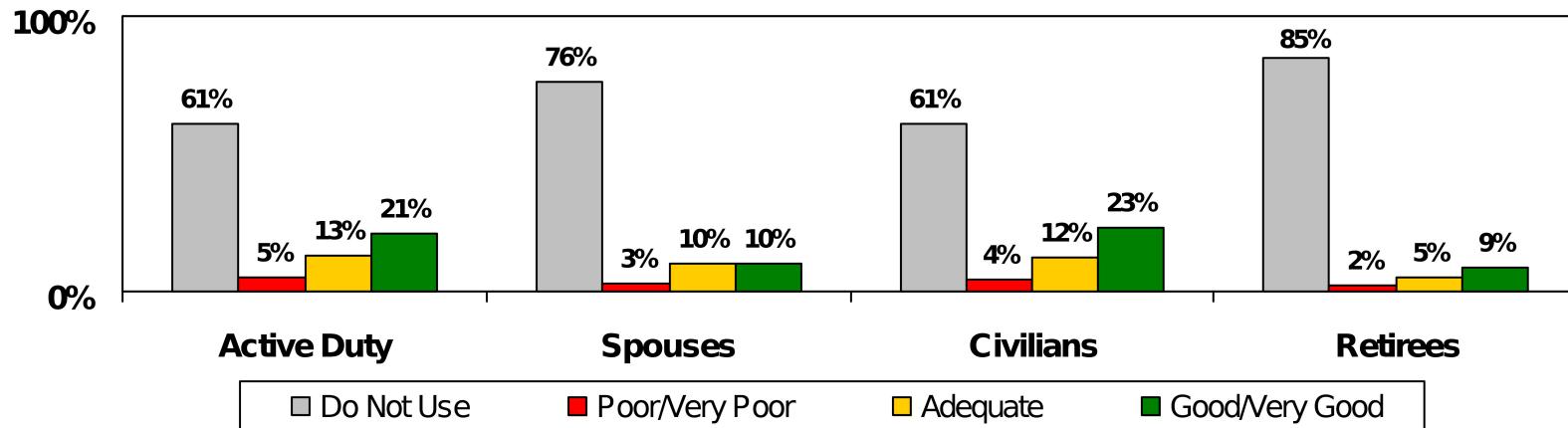
Quality of Off-Post Services



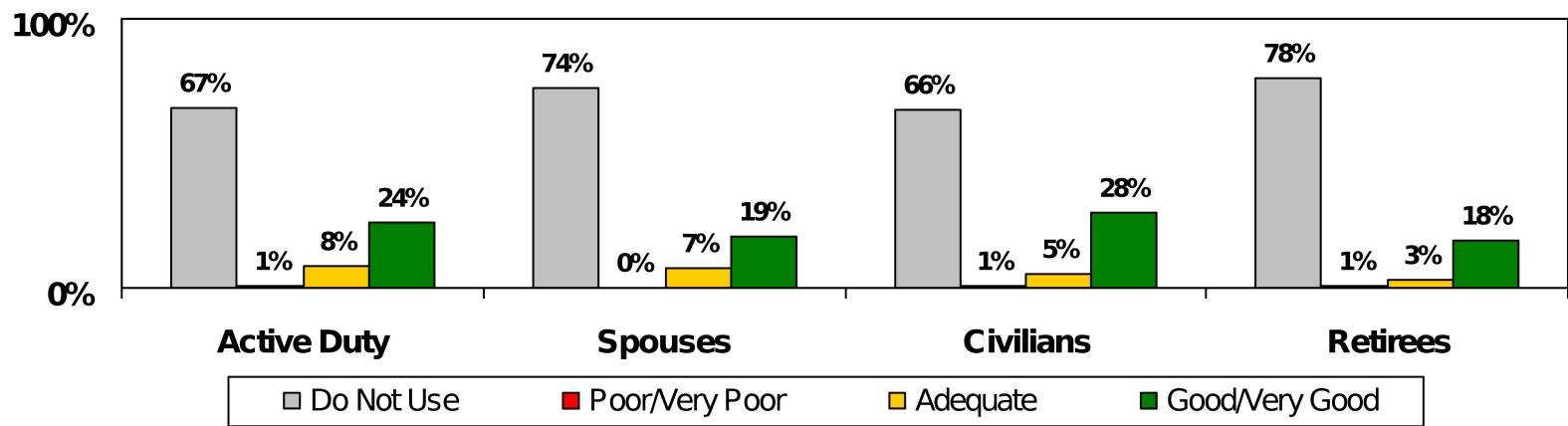
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Fort Detrick

Quality of On-Post Services



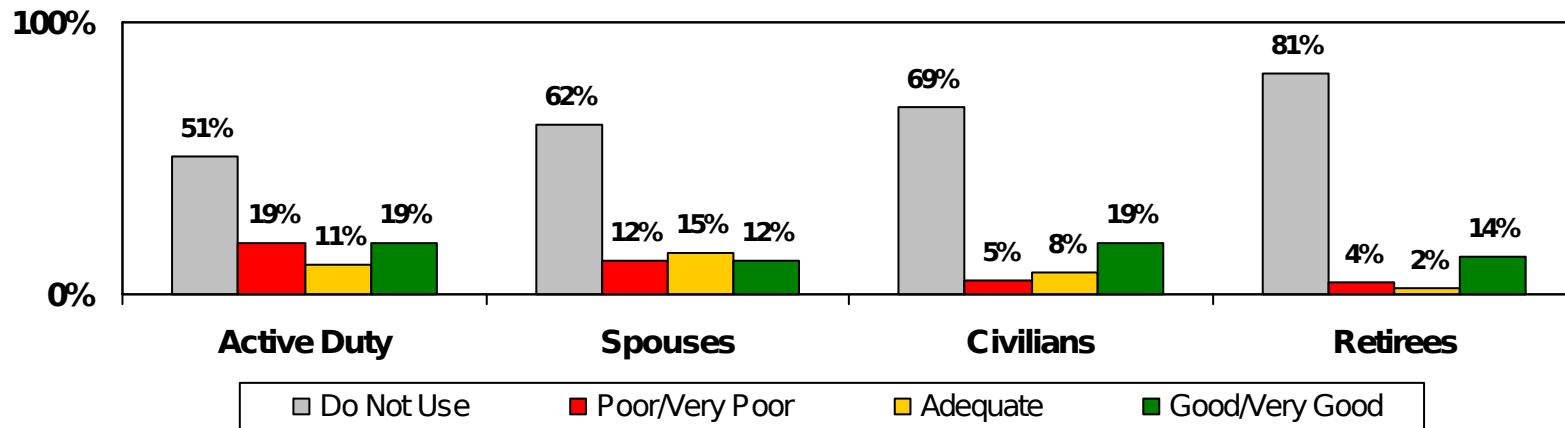
Quality of Off-Post Services



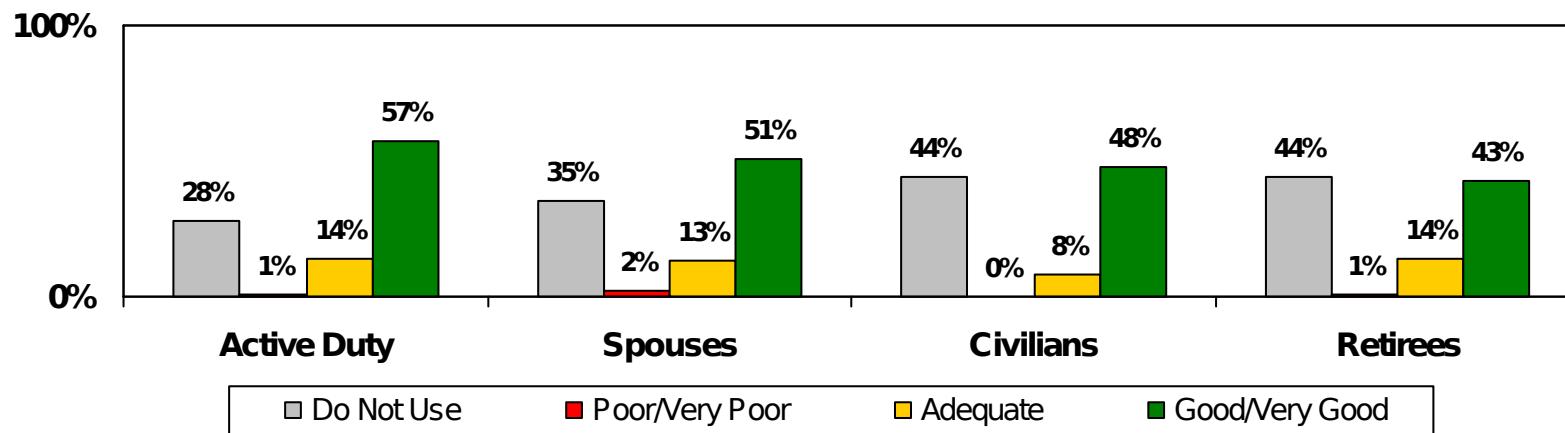
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Fort Detrick

Quality of On-Post Services

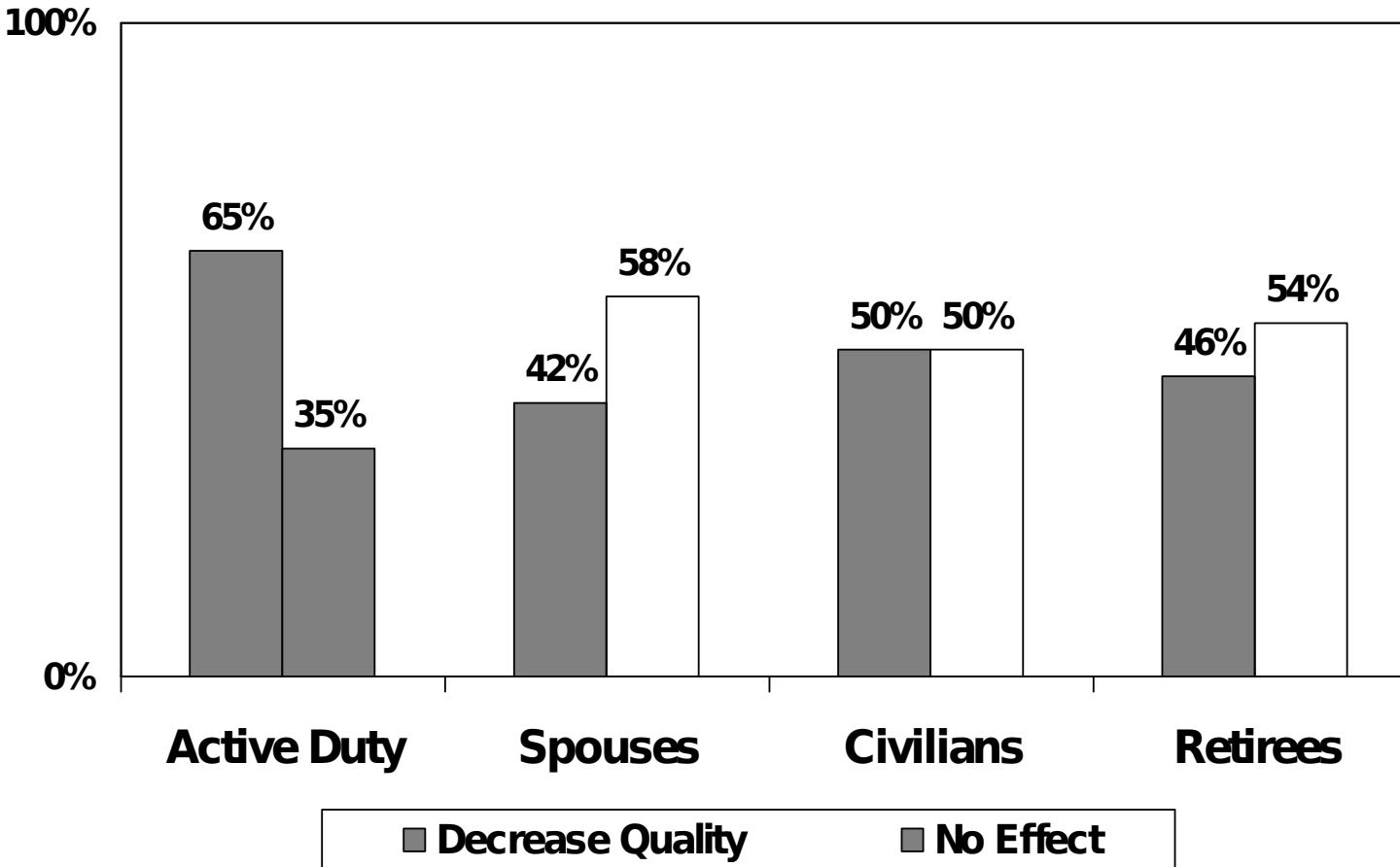


Quality of Off-Post Services



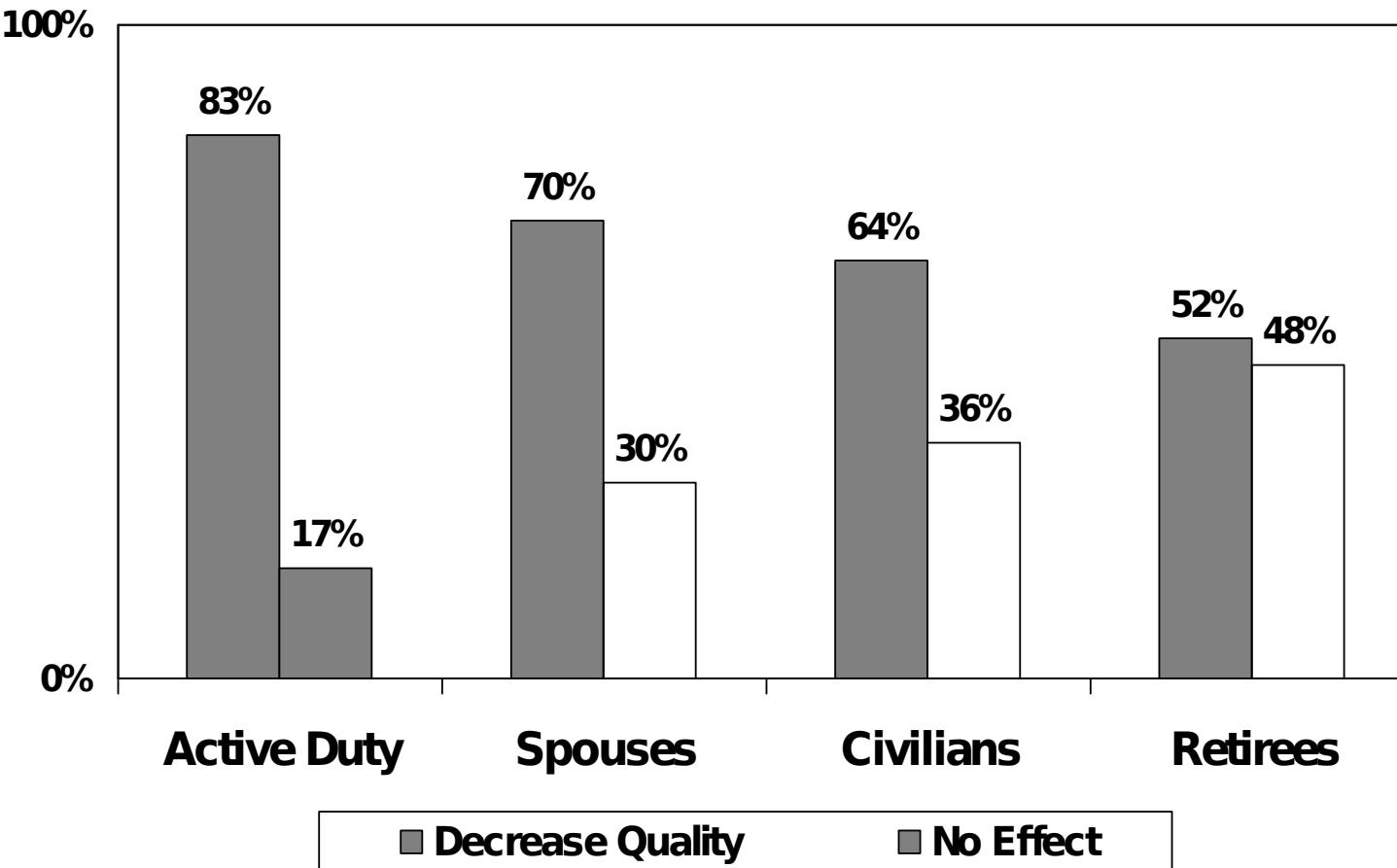
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Detrick



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Detrick



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Fort Detrick

Top 7 Activities/Programs

Fitness Center/Gymnasium	80%
Army Lodging	61%
Library	52%
Child Development Center	51%
Youth Center	49%
Swimming Pool	48%
ITR Office	41%

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

RV Park	74%
Golf Course Pro Shop	64%
Golf Course Food & Beverage	54%
Bowling Pro Shop	52%
Cabins & Campgrounds	52%
Golf Course	46%
Car Wash	39%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Fort Detrick

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	33%	12%	30%	11%	22%
E-mail	60%	11%	86%	15%	48%
Friends and neighbors	27%	19%	18%	10%	17%
Family Readiness Groups (FRGs)	6%	8%	1%	2%	3%
Bulletin boards on post	39%	17%	38%	15%	28%
Post newspaper	44%	31%	42%	34%	38%
MWR publications	29%	12%	36%	24%	28%
Radio	0%	1%	1%	2%	1%
Television	0%	1%	0%	2%	1%
My child(ren) let(s) me know	2%	0%	2%	1%	1%
Other unit members or co-workers	34%	5%	28%	9%	19%
Unit or post commander or supervisor	27%	3%	10%	4%	10%
Marquees/billboards	10%	3%	10%	4%	7%
Flyers	42%	23%	45%	18%	32%
Other	3%	19%	3%	18%	10%
I never hear anything	6%	24%	1%	31%	15%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Fort Detrick

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	91%	77%
Better Opportunities for Single Soldiers	41%	N/A
Army Community Service	60%	49%
MWR Programs and Services	81%	76%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort Detrick

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	62%	92%	8%
Outreach programs	51%	88%	12%
Family Readiness Groups	75%	80%	20%
Relocation Readiness Program	78%	94%	6%
Family Advocacy Program	79%	81%	19%
Crisis intervention	54%	80%	20%
Money management classes, budgeting assistance	80%	90%	10%
Financial counseling, including tax assistance	81%	92%	8%
Consumer information	45%	87%	13%
Employment Readiness Program	58%	89%	11%
Foster child care	26%	77%	23%
Exceptional Family Member Program	76%	89%	11%
Army Family Team Building	67%	86%	14%
Army Family Action Plan	67%	84%	16%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Fort Detrick

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	39%	94%	6%
Outreach programs	29%	100%	0%
Family Readiness Groups	49%	74%	26%
Relocation Readiness Program	56%	92%	8%
Family Advocacy Program	53%	89%	11%
Crisis intervention	31%	100%	0%
Money management classes, budgeting assistance	40%	86%	14%
Financial counseling, including tax assistance	52%	94%	6%
Consumer information	11%	100%	0%
Employment Readiness Program	37%	58%	42%
Foster child care	8%	N/A	N/A
Exceptional Family Member Program	50%	86%	14%
Army Family Team Building	30%	86%	14%
Army Family Action Plan	25%	83%	17%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Detrick

POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	52%	22%
Personal job performance/readiness	48%	21%
Unit cohesion and teamwork	58%	30%
Unit readiness	60%	43%
Relationship with my spouse	50%	28%
Relationship with my children	51%	27%
My family's adjustment to Army life	53%	42%
Family preparedness for deployments	58%	41%
Ability to manage my finances	49%	18%
Feeling that I am part of the military community	50%	41%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Detrick

POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	77%	64%
Helps minimize lost duty/work time due to lack of child care/youth services	74%	69%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	71%	36%
Allows me to work outside my home	86%	67%
Allows me to work at home	69%	25%
Offers me an employment opportunity within the CYS program	80%	29%
Allows me/my spouse to better concentrate on my/our job(s)	82%	55%
Provides positive growth and development opportunities for my children	90%	63%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

Fort Detrick

POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	40%
Personal job performance/readiness	37%
Unit cohesion and teamwork	35%
Unit readiness	36%
Ability to manage my finances	32%
Feeling that I am part of the military community	36%
Relationship with my children (single parents)	35%
My family's adjustment to Army life (single parents)	38%
Family preparedness for deployments (single parents)	39%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Fort Detrick

Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	70%
Going to movie theaters	59%
Entertaining guests at home	58%
Internet access/applications (home)	53%
Walking	49%
Gardening	42%
Special family events	40%
Plays/shows/concerts	38%
Live entertainment	35%
Going to beaches/lakes	33%

Top 5 for Spouses of Active Duty

Watching TV, videotapes, and DVDs	91%
Walking	77%
Going to movie theaters	77%
Entertaining guests at home	76%
Internet access/applications (home)	72%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	80%
Going to movie theaters	63%
Entertaining guests at home	61%
Internet access/applications (home)	55%
Plays/shows/concerts	46%

Top 5 for Active Duty

Going to movie theaters	53%
Entertaining guests at home	51%
Internet access/applications (home)	51%
Watching TV, videotapes, and DVDs	47%
Automotive detailing/washing	39%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	67%
Walking	57%
Going to movie theaters	51%
Entertaining guests at home	48%
Internet access/applications (home)	44%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Fort Detrick

Team Sports

Basketball	11%
Volleyball	7%
Softball	6%
Self-directed sports tournaments	5%
Soccer	5%

Sports and Fitness

Walking	49%
Cardiovascular equipment	31%
Weight/strength training	25%
Running/jogging	21%
Bowling	17%

Outdoor Recreation

Going to beaches/lakes	33%
Picnicking	31%
Camping/hiking/backpacking	21%
Bicycle riding/mountain biking	21%
Fishing	18%

Entertainment

Watching TV, videotapes, and DVDs	70%
Going to movie theaters	59%
Plays/shows/concerts	38%
Live entertainment	35%
Festivals/events	33%

Social

Entertaining guests at home	58%
Special family events	40%
Happy hour/social hour	28%
Dancing	25%
Night clubs/lounges	22%

Special Interests

Internet access/applications (home)	53%
Gardening	42%
Automotive detailing/washing	29%
Digital photography	29%
Computer games	23%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

Fort Detrick

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	17%	N/A	17%
Internet access (library)	17%	N/A	17%
Cardiovascular equipment	15%	16%	31%
Reference/research services	13%	N/A	13%
Multi-media (videos, DVDs, CDs)	12%	N/A	12%
Weight/strength training	12%	13%	25%
Study/self development	12%	N/A	10%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

Fort Detrick

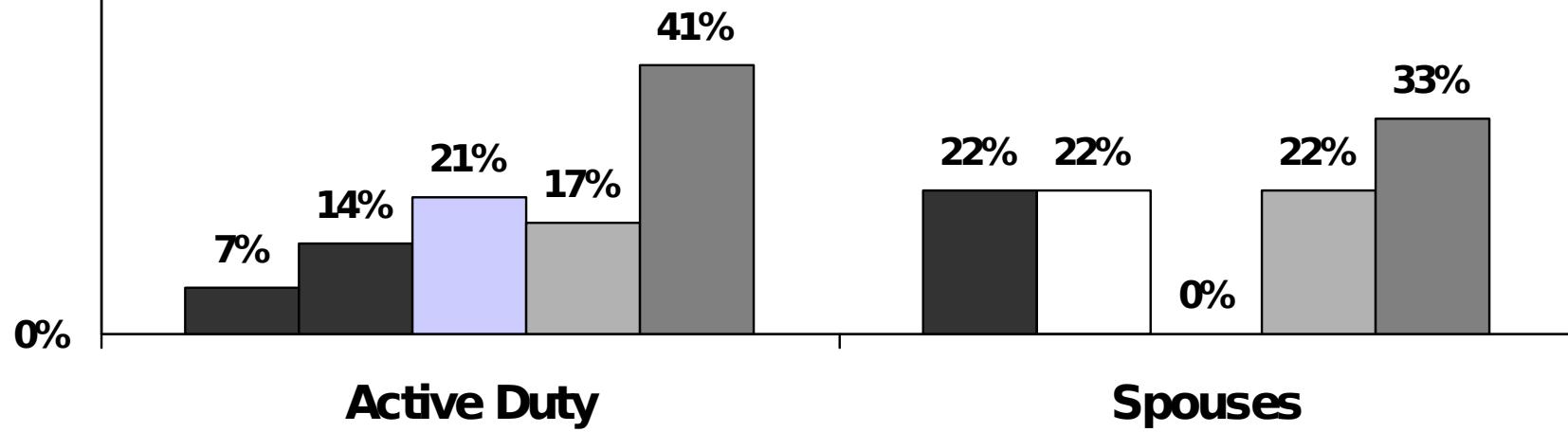
ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	6%	3%	45%	43%
Gardening	1%	2%	38%	42%
Automotive detailing/washing	7%	10%	13%	29%
Digital photography	1%	6%	22%	29%
Computer games	1%	1%	21%	23%
Automotive maintenance & repair	6%	9%	9%	23%
Trips/touring	1%	18%	0%	19%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Fort Detrick

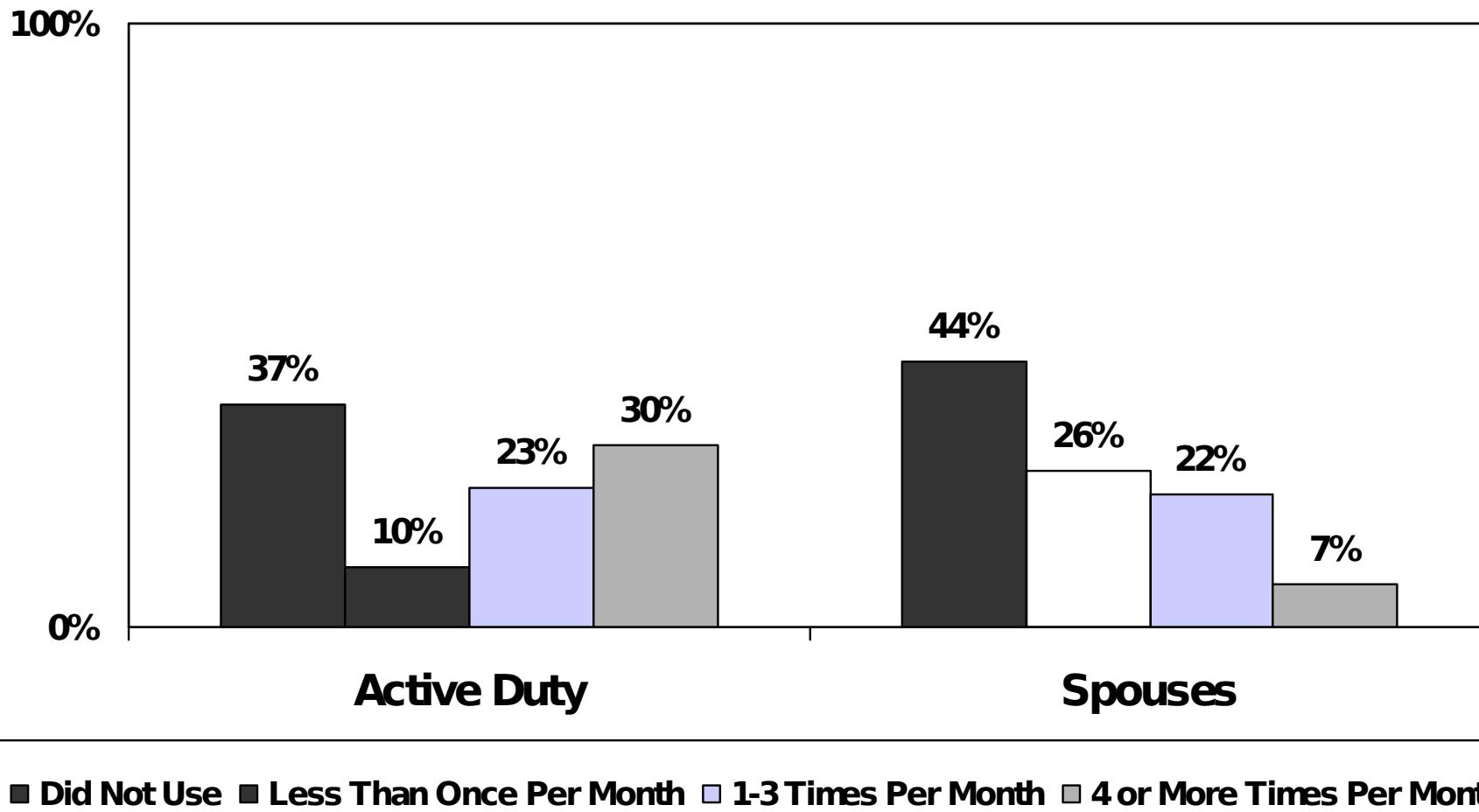
100%



■ Not Important ■ Slightly Important ■ Moderately Important ■ Important ■ Very Important

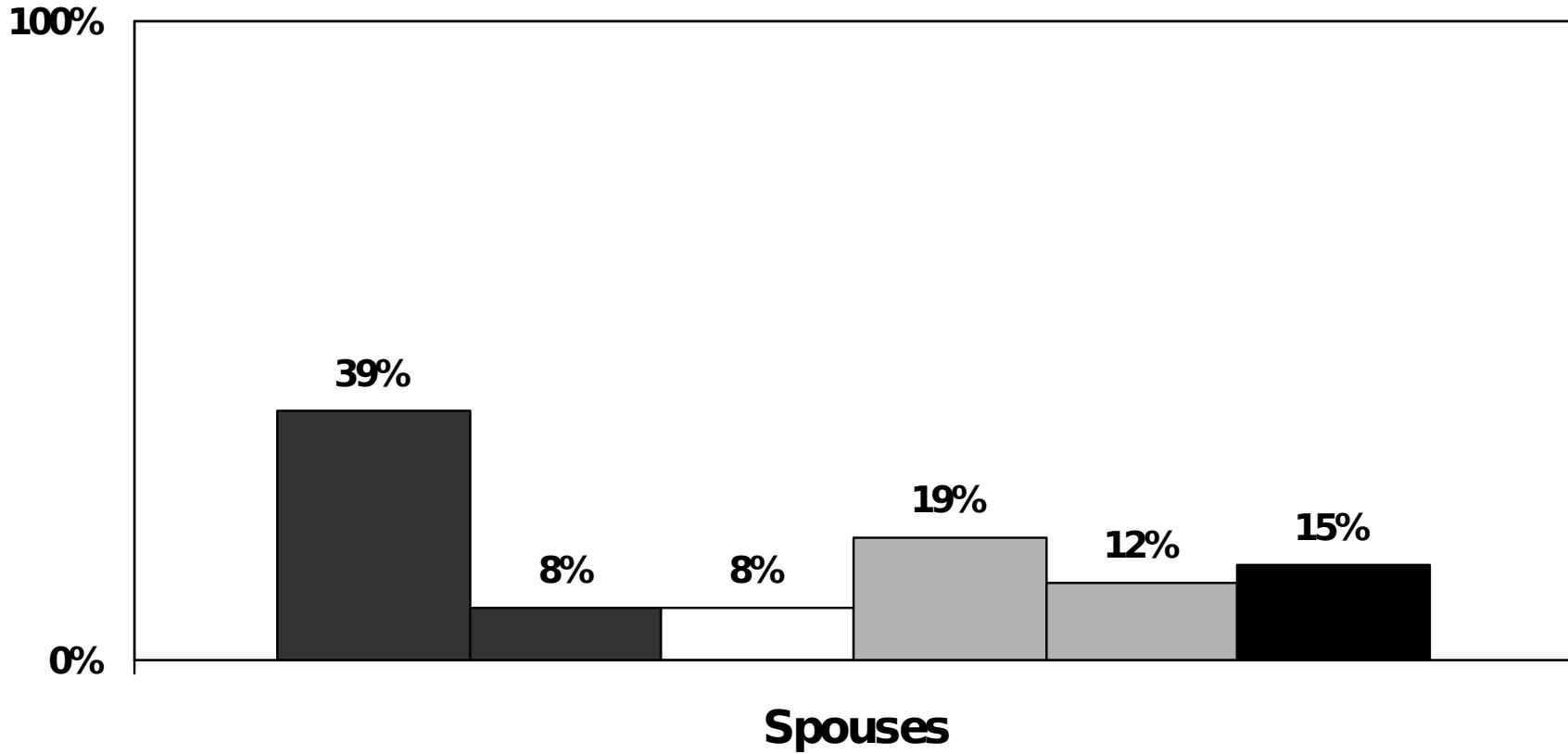
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

Fort Detrick



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Fort Detrick



■ Did Not Use ■ Much Less □ Somewhat Less □ About the Same □ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

Fort Detrick

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	20%
Probably will not make military a career	10%
Undecided	19%
Probably will make military a career	16%
Definitely will make military a career	34%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	13%
Not Sure	14%
Yes	73%

NEXT STEPS

Fort Detrick

□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)